



## Press Release – Feb 2015

### Award winning Appy Food & Drinks will be at the IFE show in March 2015

Appy Food & Drinks will be showcasing their range of healthy Appy Kids Co products at the International Food & Drink Event in London. Known as the UK's biggest food and drink show, IFE will take place at ExCel London from 22 – 25<sup>th</sup> March 2015. Appy will be available for meetings and product samples on stand number S4356.

Appy is the award winning company that believes in making being healthier more affordable. Their ethos to believe in people before profit, guarantees they create products using their own formulations and the most innovative natural ingredients, such as Stevia, to ensure the family always approves them.



#### Appy will be showcasing their following healthy Appy Kids Co lines:

- **Appy Drinks Pouches:** kids range of healthy, low calorie, and affordable juice pouches featuring Nickelodeon and Peppa Pig licensing and using natural stevia to keep every pouch low calories.
- **Appy Drinks Tetra Pak cartons:** featuring Nickelodeon, Peppa Pig and The Gruffalo licensing and using stevia these are perfect for little ones and contain 50% less sugar and calories than regular fruit juice. **Winner of World Juice Awards 2013 and finalist at The Grocer's New Product Awards 2014.**
- **Go-Active Vitamin Drinks:** daily vitamin fuel for a healthier lifestyle with every pack providing over 100% of essential vitamins to keep the body stimulated and your daily vitamin levels up. **Selected for IFE Top 100 Best New Products.**
- **Appy Ice Pops:** the first range of our healthier ice popsicles to feature kids' favourite Nickelodeon characters. Created using stevia they contain no artificial colouring or preservatives and are lower in sugar and calories than current market leading ice pops.
- **Aloha Drinks:** range of refreshing and low sugar drinks for families featuring natural stevia to reduce an adult's calorie intake by over 50%. **Finalist at the World Beverage Innovation Awards 2014.**

Bobby Patel, Co- Founder of Appy, comments: "We are thrilled to be a part of IFE 2015 as the event will give us the opportunity to showcase our range of healthy and innovative products to other influential decision makers in the industry and spread our mantra to lower sugar & calories through healthy products at an affordable price."

- Ends -

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